

## RAW DOG BRANDS EXPORT ASSISTANCE

**ABOUT RAW DOG BRANDS, INC.** Based in Oahu, Hawaii, Raw Dog Brands manufactures raw, frozen, allergy-control pet food for dogs, with products available throughout the Hawaiian islands. Founded in 2011, Raw Dog Brands has five employees, and primarily relies on local, Hawaiian sources to produce its line of frozen foods and shelf-stable treats.

**THE CHALLENGE.** Four years after opening, Raw Dog Brands expanded operations to a new, larger space. The company was ready to further expand its product reach within the state, mainland, and overseas, but needed to figure out how to keep the perishable product quality stable and transportation costs low. When company leaders attended a workshop offered by Innovate Hawaii, part of the MEP National Network™, they agreed that Raw Dog Brands was an excellent candidate for the ExportTech program. ExportTech is a series of trainings and exercises designed to help companies develop an strategic approach to export sales.

**MEP CENTER'S ROLE.** Raw Dog Brands appreciated ExportTech's innovative approach, and saw immediate benefits. Employees shared issues, experiences, and best practices in a group setting under the guidance of the program mentors, gaining a great deal of new information in a short period of time. The company increased production and continued to expand into new outlets in Hawaii.

After completing the ExportTech program, Raw Dog Brands entered discussions for possible contracts with companies open to U.S. imports, including sellers in Hong Kong and Singapore. The company is also exploring some new options shared by Innovate Hawaii and the Exportech mentors for effective large scale dehydration/rehydration processing and freeze drying methods. By engaging vendor connections for freeze-drying product, Raw Dog Brands can increase stability and decrease the weight for shipping, lowering the costs of overseas transport.

"The help we have received from the Innovate Hawaii program has been amazing. Through the assistance provided through the ExportTech program, we are confident in our goal to reach new markets, and increase sales and jobs. Thank you to Innovate Hawaii for this opportunity and we look forward to working with your program soon."

-Gary Novosel, President

## RESULTS



Export assistance in getting products into new markets



Products in new outlets in Hawaii



Decreased product weight to lower transportation costs



Learning best practices increased productivity

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